



FABRI-TEK

Inquirer

VOLUME 3, ISSUE 3

APRIL, 1966

FTI Moves To New Headquarters

Sales Goal for '67 \$43 Million

The FAST Line product and marketing philosophies set the theme for Fabri-Tek's National Sales Conference held April 13, 14, and 15, 1966, at the Ambassador Motel and the Edina plant.

The FAST Line product line, as described by Dick Petschauer, Vice-President of Research and Engineering, represents a unique solution to next generation computer memory requirements in the sub-microsecond range. In the past, memory equipment has been designed for specific speeds. The FAST Line now offers a family of designs which will cover a continuous spectrum of cycle times ranging from 150 to 1,000 nsec.

The FAST Line marketing philosophy, as described by Bob Rife, Vice-President of Marketing, requires a Depth of Commitment by our sales force to customer requirement analysis and sales effort at the highest possible level of efficiency.

Field salesmen from the Eastern, Southern and Western regions joined members of the marketing division for the three-day session.

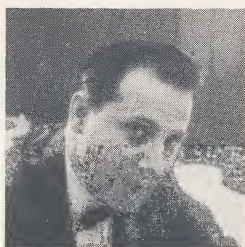
(Cont. on Pg. 3)

Petschauer Named V.P.

Richard J. Petschauer has been appointed a vice president of Fabri-Tek Incorporated announced M. F. Mickelson, company president.

Petschauer has been Director of Engineering in charge of the company's Research and Product Development department. In his new position, he will head the newly formed Research and Engineering division. He joined Fabri-Tek in 1962 after 6 years with Univac where he was engineering manager of the film memory laboratory.

A graduate of the University of Minnesota, Petschauer holds degrees in Electrical Engineering and Business Administration. He is a member of ETA KAPPA NU, TAU BETA PI and the IEEE.



Petschauer

The move into the new 100,000 square foot Fabri-Tek facility in Edina was completed late in March. Located in the Edina plant are the corporate headquarters, the Marketing division, the Research and Engineering division, Data Processing and Personnel. In all, over 120 people are now employed by Fabri-Tek Incorporated in Edina.

Supervised by Fred Morelli and Hal Higgins, the entire move was spread over five months with members of the Data Processing department becoming the first occupants of the unfinished building back in November. They were followed by sections of the Research and Engineering department who moved into temporary quarters in January. The Marketing personnel were next, followed by the rest of Research and Engineering. Personnel and finally corporate headquarters from the Foshay completed the move. For some members of Marketing it meant the end of commuting to Amery from the Twin Cities on a daily basis.

Located north of the intersections of Highways 18 and 169, the new plant has two levels, although only one level is visible when viewed from the front. The executive offices, cafeteria, and Research and Engineering laboratories are located in the upper level. The lower level contains the computer department, shipping and receiving, stores, and a 50 seat auditorium as well as a large area for future expansion.

The exterior landscaping has begun and when finished, the Fabri-Tek Edina facility will be one of the most beautiful industrial sites in the Twin Cities area.

(Cont. on Pg. 2)

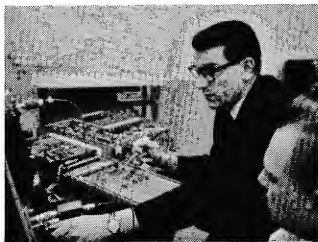


Receptionist Sheryl Easley welcomes visitors from her desk in FTI's spacious new lobby.

See PICTURE STORY
of Eau Claire Division
on Back Page

FAST LINE — PRODUCT PLUS COMMITMENT

New H. Q. (Contd.)



Project Engineer Al Matzke and Technician Tom Wohnoutka check out a FFM-222 Film Memory System.

Curt Erickson, International and Southern Regional Sales Manager, conducts his sales activities from the new Sales Department offices in Edina.



This spacious and well-lighted drafting area provides the many and varied drafting services needed by the expanded engineering and research operations now located in the Edina plant.

The food's good in the new cafeteria. Witness three vice-presidents in the center — Bob Rife (L), Joe Costello, and W. Del Clinton.



Burt Benson joined Fabri-Tek on April 1 as Director of Advertising. He was formerly Vice President of Midland Associates, Inc., the advertising agency which has served FTL since 1958.

Study Places FTL First

Computer Design Magazine's 1966 Market and Brand Preference Study placed Fabri-Tek at the top of the list as the preferred source for core memory systems. Every 8th name on the magazine's qualified circulation list was canvassed. This represents a fairly accurate cross-section of the people who specify core memory systems. Here are the results as published:

FAST LINE — PRODUCT PLUS COMMITMENT

FAST LINE: Product Plus Commitment

The FAST line philosophy was presented to Fabri-Tek's Sales force at the National Sales meeting.

"FAST line" is a phrase which not only denotes a spectrum of high-speed memories for the next generation of computers, but also keys a genuine DEPTH OF COMMITMENT in every area of activity at Fabri-Tek.

At the Sales meeting, managers of each major FTL division expressed this commitment of their particular groups.

- Engineering will incorporate the best of new technologies to these high-speed memory designs.
- Manufacturing will provide the facilities, manpower, and standardized techniques to deliver quality products on time.
- Sales will provide a service effort and customer awareness greater than ever before attempted.

Director of Marketing Bob Rife summed up the FAST line philosophy, "Altogether, this means a DEPTH OF COMMITMENT which must convince our customers that Fabri-Tek, at all Management levels, is truly serious about filling the needs for reliable high-speed memories at the lowest possible cost."

Kukuk on Panel

Harley Kukuk, manager of high-speed memory development was invited to Philadelphia in February to serve on a panel at the International Solid-State Circuits Conference. The panel discussed high-performance memory electronics. Other panel members represented Sperry-Rand, MIT, Fairchild, Texas Instruments, and IBM.

BRAND PREFERENCES

The following is a summary of manufacturers' preferences listed by the 121 respondents who indicated that they specify/select core memory systems.

MANUFACTURER	No. of 1st Place Choice	No. of 2nd Place Choice	No. of 3rd Place Choice	No. of 4th Place Choice	Point Score*
FABRI-TEK	20	11	2	1	118
RCA	7	5	7	0	57
EMI	8	4	1	0	46
FERROXCUBE	6	2	1	2	34
AMPEX	2	4	2	2	26
COMPUTER CONTROL	4	2	0	0	22
INDIANA GENERAL	2	3	2	0	21
FERRANTI	1	3	2	1	18
LOCKHEED	3	1	0	1	16
RESE	3	0	0	0	12
DI/AN	2	1	1	0	9
SPRAGUE	2	0	0	0	8
EECo	1	0	0	0	4
BURROUGHS	1	0	0	0	4

(SEVERAL OTHERS WITH LESS MENTIONS)

*The point score represents a weighting of 4 points for each 1st Place Choice, 3 points for a 2nd Place Choice, 2 points for a 3rd Place Choice, and 1 point for a 4th Place Choice.

Points of View

"My concept of the management scheme of a great industrial organization, simply expressed, is to divide it into as many parts as can consistently be done, place in charge of each part the most capable executive that can be found, develop a system of coordination so that each part may strengthen and support each other part; thus not only welding all parts together in the common interests of a joint enterprise, but importantly developing ability and initiative through the instrumentalities of responsibility and ambition — developing men and giving them an opportunity to exercise their talents, both in their own interests as well as in that of business."

— GM's Great Patriarch
ALFRED P. SLOAN, JR.

Haselhorst on List of Outstanding Men

Don Haselhorst, vice president of Fabri-Tek Incorporated was signally honored recently when he was named in the 1966 edition of "Outstanding Young Men of America."

A 1956 electrical engineering graduate of South Dakota State University he is a native of Northville, South Dakota, and was one of 10,000 young men of outstanding rank throughout the country to be selected for the honor.



Haselhorst

Selections for "Outstanding Young Men of America" were made by a 13 man national board of editions headed by Doug Blankenship, past U.S. Jaycee president.

BT-6 Gets STAR Feature

Dr. Abe Franck explains the fundamentals of FTI's BI-TRAN SIX educational computer to Clifford Simak, nationally-known science writer on the Minneapolis Star. Simak wrote a 4-column story after this interview which appeared in the Star's April 13th issue.



Sales Goal (Contd.)

Charles F. Cuddihy, National Sales Manager, started the meeting Wednesday, April 13, followed by Del Clinton, vice president and treasurer, who discussed the current financial condition of Fabri-Tek. Don Haselhorst, vice president of manufacturing, explained the new changes in the manufacturing organization and he was followed by the plant managers. Planes and stack engineering was covered by Ed Sutich.

An evening session lead by Gene Kruschke was held Wednesday on the new memory trainer.

On Thursday the group moved over to the Edina plant and started out with a tour conducted by Newell Sprecher. The introduction of the sales people to FAST Line was then held amid the ringing sounds of martial music and in a setting of streamers, posters and mobiles. The focal point was the Fabri-Tek booth for the Spring Joint Computer Conference.

Bob Rife then introduced the FAST Line philosophy. To the sales people it means:

1. A greater effort in determining customer requirements.
2. A greater effort in presenting the Fabri-Tek story to the customer.
3. Increased attention to providing thorough and complete service to the customer.
4. A definite attempt on the part of each member of the marketing department to continually improve his personal effectivity.

The spectrum of the FAST Line was introduced by Dick Petschauer. The FAST Line spectrum of memories will offer to the customer both core and film memories designed to meet his specific speed requirements at a price based on speed-cost trade-offs, utilizing common designs and sub-systems and incorporating the latest in memory elements as they become available. The customer receives and pays for only the memory equipment that he needs for his specific application.

The advertising back-up for the FAST Line program was previewed by Burt Benson, Director of Advertising and members of the advertising agency, Midland Associates, Inc.

Steve Janas, district sales manager for Investors' Diversified and president of the Minneapolis Sales and Marketing Executives Club, highlighted the afternoon with his talk on "What Makes the Difference?" He pointed out that often there is a very small margin between the winner and the also-rans. But, this margin of difference is achieved by the extra effort the winner devotes to improving himself.

Jim Pribble reviewed the changes that have been made in the quality assurance program.

Bill Boughton opened up the Friday sessions at the Ambassador with systems engineering. Other speakers were Arnold Gordon, Jim Woodahl, Bob Stahl and Bob Guberud. Chuck Cuddihy and Bob Rife wound up the 1967 Fabri-Tek National Sales Meeting with a challenge of \$43 million in sales for the coming fiscal year.

FAST LINE — PRODUCT PLUS COMMITMENT

Picture Story

EAU CLAIRE DIVISION: Source of High Quality Planes and Stacks



Kathy Lamb, secretary

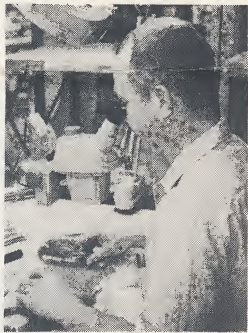


Jeanette Hanson soldering memory stack

Clara Morgan assembling memory stack



Elizabeth Brantner wiring memory frame



Bob Walsh inspecting memory stack under scope



Agnes Anderson inspecting memory plane under scope



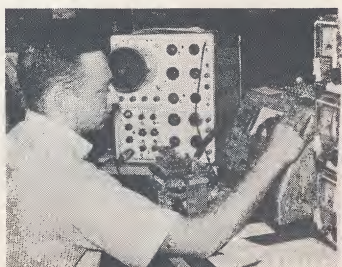
Tim O'Connell flux cleaning



Virgil Fortney (L) and Grover Black (R) Quality Control supervisors



Beverly Blaeser soldering on memory plane



Bill Howie operating memory stack test equipment



Memory wiring assembly line



FABRI-TEK INCORPORATED
FABRI-TEK LEADS IN MEMORY TECHNOLOGY